

West Midlands Combined Authority
Culture, Creative Industries & Tourism Advisory Group
Terms of Reference

Introduction

The Culture, Creative Industries and Tourism Advisory Group (CCTAG) of the West Midlands Combined Authority (WMCA) sits under the WMCA governance framework as a means to delivering economic growth.

The remit of CCTAG covers the development of the cultural sector, creative industries and tourism. There are clear points of overlap in these sectors, and together they comprise a major and rapidly developing area of the economy.

The Terms of Reference set out below reflect the proposed role for the CCT which will be subject to periodic review.

Purpose

The purpose of the CCTAG is:-

1. Share best practice on effective policy and investment tools which nurture growth and competitiveness via the CCT sectors.
2. Provide expert leadership to the WMCA by convening the views of the cultural sector through its 'Cultural Advisory Group', the creative industries through its Creative Industry Bureaux and for tourism and visitor attractions through the WMGC's advisory groups.
3. Identify a set of shared WMCA-wide opportunities and priorities for the growth of the CCT sectors. This focuses on 'big ticket' items which can have a transformational effect for the WMCA if positioned as shared opportunities.
4. Present a shared prospectus of CCT opportunities for lead and partner agencies to deliver on.
5. Delivering a targeted programme of interventions which strengthen cross-WMCA working and cement the interconnectedness of CCT sectors as a collective opportunity for every local authority.
6. Work with Coventry City of Culture 2021 to commission a shared strategy and prospectus which sets out the goals and building blocks for Coventry 2021 as a regional opportunity.
7. Work with Birmingham Commonwealth Games 2022 to commission a shared plan for a 'Games Ready' CCT sector: focusing on skills, market and commissioning and opportunities to grow and CCT capacity.
8. Roll out the Birmingham and GBSLEP Investment Enquiries - to develop a brief for the WMCA Cultural Investment Enquiry and operate as the steering group overseeing research and action pilots across the region.
9. Develop a regional Creative Industries Bureau to connect up the regional clusters, engage industry leaders, raise awareness and inform strategy.

Composition of the Commission, Roles and Responsibilities

1. The CCTAG core membership will consist of: -
 - Constituent WMCA members (7)
 - Non Constituent member (1)
 - WMGC (1)
 - Local Enterprise Partnerships (4)
 - Culture Central (1)
 - Creative Industry Organisations (2)
 - Commonwealth Games – Birmingham 2022 (1)
 - Coventry City of Culture Trust (1)
 - Cultural Organisations (2)
 - West Midlands Combined Universities (1)

Initially the Creative Industry representatives will be West Midlands Screen bureau and Creative Industries Bureau. The Cultural Organisations will be Royal Shakespeare Company and Black Country Living Museum.

2. From time to time other representatives from other organisations will be invited to attend to add value in relation to a specific topic or issue.
3. The CCTAG meet quarterly.
4. In the event that the Chair is unable to attend any meeting, a substitute representative from the group will chair the meeting.
5. The Chair will be responsible for setting the agenda.
6. The CCTAG, through the Chair will report to the Board Member and WMCA Programme Board as required.
7. It will be the responsibility of the CCTAG to develop recommendations for the WMCA Programme Board to agree actions and the allocation of investment (to avoid any conflicts of interest with the sector).

Communication

Progress against the work plan will be reported six monthly to the WMCA Programme Board. All members of the group will take responsibility for feeding back from meetings of the group to their own organisation and for seeking the necessary input from their organisation into the work of the group.

Conduct

Nolan Principles will apply and those attending meetings will be required to work for public benefit and to declare and manage any conflicts of interest.

Timing of Meetings

The CCTAG will meet quarterly; more frequent meetings may be arranged where necessary.

Budget

The CCTAG, as a defined area under the governance of WMCA, will be able to access some funding to support its work. This funding will be managed by the Lead Officer and will only be used to support delivery of the work plan.

Definitions

Culture – means the arts, museums, heritage, library, events and the related not-for-profit creative sector.

Creative Industries – those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property' (DCMS, 1998).

Creative Economy – means the maximisation of value from people's creative imagination and creative their roles embedded across all industries, not just in the creative industries itself.

Tourism – means the industries associated with attracting and servicing visitors, travelling to and staying in places outside their usual environment whether for leisure or business purposes, including providers of activities, hospitality operators and marketing & promotion.

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